

My name is Randy Cable, General Manager of Saga Communications of North Carolina; in that role I operate radio stations WISE-AM and WOXL-AM/FM in Asheville North Carolina. I am writing to specifically address the issue of local coverage by radio stations. While I can not speak for other stations or communities, I certainly can present you with some facts that overwhelmingly contradict these claims in this market. In the past 2 months our community was hit with several large storms (the landfall of the many hurricanes that devastated parts of the U.S.. These storms affected our community in many ways, from school closings, to loss of life. We had major flooding causing hundreds of local families and businesses to lose millions of dollars in personal property. Several businesses were damaged to the point where they will never be able to reopen, a number of families lost everything they owned and received little if any federal aid.

During the course of the storms our radio stations remained on the air, despite power outages, despite dangerous conditions impeding travel by our employees to the station facility. We rented generators to keep the studios operational and had to work by flashlight, since we were able to generate just enough power to keep run the broadcast equipment only. At one point 2 of our staff members risked their own personal safety to travel up a mountain with a washed out road to reach our tower site and reset the generator in order to keep the transmitter running. All this at 3 am through high winds and by foot after the road to the site became impassable with a vehicle.

Many of our staff members worked double shifts or longer since we had no way to get relief workers to the facility.

All of this was done to insure that our local community was able to get the local information they needed to make it through this trying time safely. From up to the date news reports regarding the storm damage, emergency shelter information, emergency procedures, communication from local law enforcement, utility companies with important updates. As the storms wore on and our community suffered damage and loss of life, we understood that long after the storm receded we would have to fulfill a huge need for additional communications during the assessment, cleanup and rebuilding phases for our community.

As a prelude to the storm we communicated necessary preparation information to our local community, up to the minute storm tracking and emergency shelter information.

After the storm we began our efforts to help our local community recover. We passed on information to help our listeners in their personal recovery efforts. We conducted several fundraisers to aid the local families, we worked closely with the disaster relief agencies to communicate their detailed offerings and availability. We also worked very closely with the local business community to support a fundraiser for the displaced workers due to job loss from the storm damage.

What you just read was a 48 hour snapshot of our attention to our local market in a distressed situation. On a daily basis we funnel 100% of our efforts to inform and entertain our local listeners. We dedicate our time and effort to keep our local listeners informed about Traffic 8 times each weekday, on their way to and from work, we produce local newscasts every 30 minutes each weekday morning. We update our local listeners on local weather several times every hour. We work with at least 25 different local non-profit agencies through out the course of the year to help them coordinate local benefits and fundraisers. We carry Local High School football games, our local college football, and basketball games. We

feature local high school coaches in regular talk blocks to inform parents and fans about their local teams. We visit the local elementary schools and have our air staff read to the classes on a weekly basis, we bring local school children and civic organizations through our studios for tours so they can understand how a radio station works. We offer free community service announcements every day of the year for community/civic/non-profit organizations. We work diligently day in and day out to serve our local public interest, and we firmly believe that the future radio is in our service to our local communities.

In Conclusion, I am sure you will receive many comments similar to mine, in regards to the importance of serving the local marketplace, from radio stations around the nation. I firmly believe that of all the media, radio does a far superior job of serving the local public interest than any other.

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